

Audi Vorsprung durch Technik




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Advanced driving.

Audi at the World Economic Forum Annual Meeting 2015

 **Audi**
driving experience





Audi driving experience

World Economic Forum Annual Meeting 2015 in Davos-Klosters: 21 – 24 January

Audi A8 ▶ Fuel consumption in l/100 km: combined: 5,9 l/100 km; CO₂-emissions combined: 255 g/km; Efficiency rating: B
Audi TT ▶ Fuel consumption in l/100 km: combined: 5,9 l/100 km; CO₂-emissions combined: 137 g/km; Efficiency rating: C

Ladies and Gentlemen,

at this year's World Economic Forum, our focus is the "new global context." We share an interconnected world where the pace of change seems to be increasing exponentially. A world in which long-standing assumptions about business and politics as usual are being upended by demographic shifts, political transformations, the threat of climate change, and technological breakthroughs that impact every aspect of society. Navigating these challenges now and in the future will take the kind of innovation and leadership that's behind the Audi philosophy of "Vorsprung durch Technik."

The third generation of the legendary Audi TT perfectly embodies our belief that "sustainable" and "high performance" aren't mutually exclusive terms. When it was launched in the mid-90s, the Audi TT immediately ascended to design icon status. The latest Audi TT coupé represents the perfect symbiosis between design and technology, efficiency and muscular, sporty driving power and agile handling. Its lightweight design means the TT is 50 kilos lighter than its predecessor – and makes it one of the lowest-emissions models in its class – 110 g CO₂ / km for the 2.0 TDI diesel engine. But as you'll discover, we've not sacrificed driving dynamics: With its quattro drive and range of engine configurations delivering from 184 to 310 horsepower, the TT gives the everyday driving experience a racecar feel.

No other automobile could serve this get together of VIPs here in Davos better than the Audi A8. As the sportiest premium sedan in its class on the market, the Audi A8 offers an unparalleled combination of luxury and driving performance. With its uncompromising design, driving dynamic, fuel efficiency and safety features, the A8 and the athletic S8 version imbue the Audi driving experience with grace and power.

Whether you're behind the wheel of the sporty new Audi TT coupe or the elegant Audi A8, both driving experiences underscore the Audi commitment to making the journey just as important as the destination. Navigating the road ahead – whether an icy, winding Alpine track or facing the global challenges ahead of us – will require a unique mix of innovation, and a commitment to sustainability.

We look forward to the journey ahead.
Enjoy your stay here in Davos!

Rupert Stadler
CEO of AUDI AG





Your individual Audi driving experience

Whatever innovation we create, we delight customers worldwide by maximizing the driving experience and bringing efficiency to life.

As a participant in the World Economic Forum Annual Meeting 2015, you have the chance to experience "Vorsprung durch Technik": On a specially prepared ice surface near Davos you are free to take a guided driving course with the Audi A8 4.0TFSI quattro or the new Audi TT 2.0 TFSI quattro where critical situations like emergency braking, hazard avoidance or skid correction are simulated.

You will be supported by professional instructors who will familiarize you with combining active safety, impressive driving dynamics and pioneering technology. The course is free of charge for all participants and their partners.

If you want to witness some more efficiency, you and the person accompanying you are offered the chance to view and test drive some of our latest models.

Where to experience "Vorsprung durch Technik"

You can arrange both your individual Audi driving experience or test drive at three locations: the Audi Lounge of the Steigenberger Hotel Belvédère, in the direct vicinity of the Congress Centre, and at the Seepromenade, where you will gain a very exciting insight

into the Audi driving experience training programme.

You can also register for this conveniently at the Additional Activities Desk in the visitors' lounge at the Davos Congress Centre.



1 Audi Lounge
Steigenberger Hotel Belvédère
Promenade 89, 7270 Davos Platz

2 Audi driving experience
Seepromenade, 7260 Davos Dorf

3 Davos Congress Centre

Registration

In order to reserve your place on the course, please fill in your personal data and day of course on the enclosed response card and fax it to +49 (0)841/89 - 84 3 62 83 or e-mail it to driving.davos@audi.de.

Please note that the number of places on each course is limited to 16.

You can also sign up at the Additional Activities Desk in the hospitality area in the Congress Centre during the World Economic Forum Annual Meeting.

If you have any further questions, please contact us locally at the Audi driving experience location or refer to the Additional Activities Desk in the Davos Congress Centre. No special knowledge is required for the courses, but you must hold a valid driving licence.

We look forward to welcoming you in Davos and wish you an unforgettable driving experience with Audi.



Audi driving experience

Driving courses, Davos 2015

Registration form

Please use block letters:

Company: _____ Surname, First name*: _____

Street: _____ Town/postcode/country: _____

Telephone (area code): _____ E-mail (for confirmation)*: _____

Please complete the form in print and either send it by e-mail to driving.davos@audi.de or by fax to +49 (0)841/89 - 84 3 62 83.
All fields with * must be filled.

I wish to make the following reservations for the Audi driving course (Briefing will be conducted in English):

	21.01.	22.01.	23.01.	24.01.
09:00 - 10:45	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11:00 - 12:45	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13:15 - 15:00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15:15 - 17:00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Participant, World Economic Forum Annual Meeting 2015
- Participant's partner

Date, Signature: _____

Please separate here

